

# Content / Products For Evergreen Sales Funnel

1. **Name of Opt-In / Nurture Offer:**

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2. **What type of content is your opt-in offer:**

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3. **Name of Up-Sell Offer**

(They receive this offer immediately after signing up for optin)

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**Price:** \_\_\_\_\_ **Delivery:** \_\_\_\_\_

4. **Down-Sell Offer:**

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**Price:** \_\_\_\_\_

5. **Core Product:**

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6. **What type of content? How will you be delivering it?**

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**Price:** \_\_\_\_\_

### 7. Down-Sell after core product:

(Only if they do not purchase core product. This should be a piece of core product)

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**Price:** \_\_\_\_\_

*What Software or Platforms will You need to deliver this content?*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

*Content to Produce To Do List*

<i>Content Piece</i>	<i>Name &amp; Price Set</i>	<i>Create by Date</i>	<i>Up-Loaded Content</i>
<b>Opt-In Content</b>			
<b>Up-Sell Offer</b>			
<b>1st- Down-Sell Offer</b>			
<b>Core Product</b>			
<b>2nd Down-Sell Offer</b>			